



**CITY OF LODI  
COUNCIL COMMUNICATION**

**AGENDA TITLE:** Public Hearing to Consider Resolution Approving Fare Increases for GrapeLine Fixed Route and Dial-A-Ride/VineLine Services

**MEETING DATE:** December 16, 2009

**PREPARED BY:** Public Works Director

**RECOMMENDED ACTION:** Conduct a public hearing to consider a resolution approving fare increases for GrapeLine Fixed Route and Dial-A-Ride/VineLine services.

**BACKGROUND INFORMATION:** At the Public Hearing on October 21, 2009, City Council approved reducing service hours for the City's transit operations in response to reduced State funding. The changes became effective November 2, 2009. At the public hearing, several residents suggested the City increase transit fares to maintain weekend services. City Council directed staff to explore extended service hours on the weekends and consider increased transit fares. At the November 4, 2009 Council meeting, staff presented proposed fares, estimated fare revenue and extended service operation costs. After discussion, Council set a public hearing to consider implementing a proposed fare increase.

Staff recommends City Council approve and implement the proposed increase in transit fares starting January 2, 2010, based upon the information included in this communication and as presented in the following table.

	Current Fare	Proposed Fare
<b>Dial-A-Ride</b>		
General Public (0-59)	\$5.00	\$7.00
Senior/Disabled/Medicare	\$1.50	\$2.00
10-Ride Pass General Public	\$50.00	\$66.50
10-Ride Pass Senior/Disabled/Medicare	\$12.00	\$16.00
<b>VineLine</b>		
ADA-Certified Passenger	\$1.50	\$2.00
<b>Outside City Limits</b>		
Dial-A-Ride surcharge	\$1.00	\$1.50
<b>Fixed Route</b>		
General Public (5-59)	\$1.00	\$1.25
Senior/Disabled/Medicare	\$0.50	\$0.65
General Public Monthly Pass	\$35.00	\$44.00
Senior/Disabled/Medicare Monthly Pass	\$17.50	\$22.00
10-Ride Pass General Public	\$10.00	\$12.50
10-Ride Pass Senior/Disabled/Medicare	\$5.00	\$6.25

APPROVED:

  
Blair King, City Manager

As shown above, the proposed fares are similar to the fares presented at the November 4<sup>th</sup> Council meeting, except for two adjustments. The proposed Dial-A-Ride (DAR) fare surcharge for traveling outside the City limits was increased by \$0.50 to \$1.50 and the Senior/Disabled/Medicare 10-ride pass was reduced to \$16 to align with the current discounted fare, as suggested at the recent Senior Citizen Commission public meeting.

For the remainder of this fiscal year, the estimated additional revenue resulting from the proposed fare increase is approximately \$32,500. This estimate increased by approximately \$400 based on the proposed DAR surcharge for traveling outside the City limits. The discounted fare for 10-ride pass should not affect revenue projections.

As discussed at the previous Council meeting, the projected revenue includes the assumption that ridership will drop in a similar manner to the last fare increase that occurred in January 2005. At that time, the Fixed Route fares were increased by \$0.50 for the general public and \$0.25 for Senior/Disabled/Medicare passengers, and the Dial-A-Ride fares were increased by \$3.00 for general public and \$0.50 for Senior/Disabled/Medicare passengers. Following the fare increase, the Fixed Route and Dial-A-Ride ridership dropped approximately 17.2 percent and 7.7 percent, respectively.

The proposed transit fares are, in staff's opinion, favorably comparable to other cities in the region, as presented in Exhibit A.

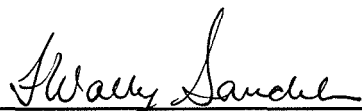
Staff worked with the City's transit contractor, MV Transportation, to determine the additional cost to extend service hours on Saturday and Sunday. Based on MV Transportation's funding model, the additional cost for the extended weekend service is approximately \$50,000. The estimated cost is less than previously presented to Council based on new information provided by MV Transportation.

Prior to the public hearing, two public meetings were held to inform the public about the pending fare increase. Notices for the meetings were posted on all transit buses, Lodi Station, LOEL Senior Center, and Hutchins Street Square and published in the *Lodi News Sentinel*. The results of the public meetings will be presented to City Council at the public hearing.

To balance the transit budget, if Council does not approve the proposed fare increases, staff recommends the weekend service hours approved at the October 21<sup>st</sup> public hearing. This includes reducing Saturday morning service hours from 7:45 a.m. to 3:09 p.m. to 9:15 a.m. to 3:09 p.m. and eliminating Sunday service.

**FISCAL IMPACT:** Increased transit fares to offset the increase in extended weekend service operation costs.

**FUNDING AVAILABLE:** No General Fund revenues are needed to cover the extended service operation costs.

  
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F. Wally Sandelin  
Public Works Director

## Comparison of Transit Fares

	Fixed Route				Dial-A-Ride/ADA Paratransit			
	General Public Fare	Sr/Dis/Med Fare	Student	Children	General Public (Adult/Children)	Sr/Dis/Med	Student	ADA Paratransit Only
<b>Lodi</b>	\$1.25	\$0.65	\$1.25	5 and under free per 2 fare paying adults	\$7.00	\$2.00	\$7.00	\$2.00
<b>Davis Unitrans</b>	\$1.00	Unlimited Access with free pass, upon approval (Senior= 60+)	Unlimited Access with registration card; without card fare is \$1.00	N/A	none			
<b>Davis Community Transit</b>	none				N/A	N/A	N/A	\$2.00 for customers who qualify under ADA
<b>Elk Grove e-tran/e-van</b>	\$2.25	\$1.10	\$1.10	5 and under free	N/A	\$3.50 local, \$7.50 regional (Srs= 75+)	N/A	\$3.50 local, \$7.50 regional (Srs= 75+)
<b>Escalon</b>	\$1.50	\$0.75	\$1.25	N/A	N/A	N/A	N/A	\$3.00 (provided by SJRTD)
<b>Fairfield</b>	\$1.00	\$0.50	N/A		N/A	N/A	N/A	\$3.00
<b>Galt (DAR) Livermore (Livermore/Amador Valley Transit Authority)</b>	none				\$2.50 / 4 and under free with fare paying adult	\$1.75	\$1.75	N/A
<b>Manteca</b>	\$2.00	\$1.00	N/A	6 and under free	N/A	\$3.50	N/A	N/A
<b>Ripon (service provided by SJRTD Hopper Route 91)</b>	\$1.00	\$0.50	\$0.75	5 and under free	N/A	\$2.00	N/A	N/A
<b>Ripon (service provided by SJRTD Hopper Route 91)</b>	\$1.50	\$0.75	\$1.25	4 and under free	N/A	\$1.00 (Ripon seniors and/or disabled, one Thur/ month, just to Modesto, within 25 miles of town)	N/A	N/A
<b>Roseville</b>	\$1.50	\$0.75	N/A	4 and under free	\$3.75 4 and under free	\$2.25	N/A	\$2.25
<b>Stockton (SJRTD)</b>	\$1.50	\$0.75	\$1.25	5 and under free	N/A	N/A	N/A	\$3.00
<b>Tracy</b>	\$1.00	\$0.50	\$0.75	6 and under free	\$1.25 (only for travel to and from the Unincorporated areas)	\$1.25	N/A	\$1.25

RESOLUTION NO. 2009-175

A RESOLUTION OF THE LODI CITY COUNCIL  
APPROVING FARE INCREASES FOR GRAPELINE  
FIXED ROUTE AND DIAL-A-RIDE/VINELINE SERVICES

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NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve the following extended weekend service hours, in addition to the service hours approved at the public hearing on October 21, 2009 (Resolution 2009-147):

Service	Day	Service Hours
Fixed Route	Saturday	7:45 a.m. – 3:09 p.m.
Fixed Route	Sunday	9:00 a.m. – 1:00p.m.
Dial-A-Ride/VineLine	Saturday	7:45 a.m. – 3:09 p.m.
Dial-A-Ride/VineLine	Sunday	9:00a.m. – 1:00p.m.

BE IT FURTHER RESOLVED that the Lodi City Council does hereby approve fare increases for the GrapeLine Fixed Route and Dial-A-Ride/VineLine services, as shown below:

Fixed Route	
General Public (5-59)	\$ 1.25
Senior/Disabled/Medicare	\$ 0.65
General Public Monthly Pass	\$44.00
Senior/Disabled/Medicare Monthly Pass	\$22.00
10-Ride Pass General Public	\$12.50
10-Ride Pass Senior/Disabled/Medicare	\$ 6.25
Dial-A-Ride	
General Public (0-59)	\$ 7.00
Senior/Disabled/Medicare	\$ 2.00
10-Ride Pass General Public	\$66.50
10-Ride Pass Senior/Disabled/Medicare	\$16.00
VineLine	
ADA-Certified Passenger	\$ 2.00
Outside City Limits	
Dial-A-Ride surcharge	\$ 1.50

Dated: December 16, 2009

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I hereby certify that Resolution No. 2009-175 was passed and adopted by the City Council of the City of Lodi in a regular meeting held December 16, 2009, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, Mounce, and Mayor Katzakian

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk

## MEMORANDUM

Date: December 10, 2009

To: Lodi City Council

From: Lodi Senior Citizens Commission

Re: City of Lodi Transportation Service and Fare Modifications

### Situation

The City requested the Commission participate in the dissemination of information related to city transportation budget changes and affected service and fare changes. Further, the City requested Commission recommendations regarding this matter.

### Background / Assessment

As requested by the City, the Commission actively participated in the public transportation announcements of reduced tax revenues, proposed service modifications and fare revisions. Public comments at those venues support the Commissioners' recommendations enclosed herein.

The Commissioners are concerned with the impact of service reductions and fare increases on the elderly in our community. As you are aware, for many seniors public transportation is the primary means of transport. Therefore, service reductions and fare increases can have a significant impact on seniors' quality of life and productivity.

The current level of public transportation services, fixed and dial-a-ride, distinguish our community in its support of our seniors and the greater community. All efforts to provide comprehensive and economical public transportation should continue as this supports seniors as the vital community resources they are.

However, the Commissioners recognize the balance of transportation service with tax revenues. We believe seniors and the greater community recognize this balance, as well as the current serious financial position of our City, State and Country.

### Recommendations

The Lodi Senior Citizens' Commission recommends:

- Public transportation availability seven days a week, with reasonable hours of service based upon rider volumes.
- Reasonable, but equitable fare increases sufficient to support the continuation of public transportation services. Change recommendations to the currently published fare increases:

#### Dial-A-Ride

- 10-ridesenior/disabled pass increase from \$12 to \$16

#### Fixed Route

- General Public increase to \$1.50
  - Senior/ Disabled increase to \$0 .75
  - 10-ride General Public increase to \$12
  - 10ride pass Senior/Disabled increase to \$6
- In order to preserve strong weekday service and secondary to the low rider volumes presented, discontinuation of Sunday dial-a-ride service.

Thank you for the opportunity to provide comments and recommendations to this very important subject matter.

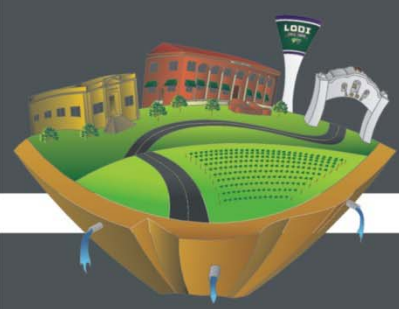


The City of Lodi

# Public Works

## Transportation Division

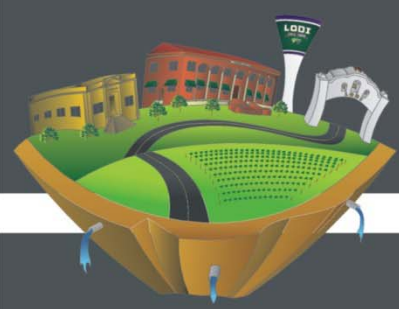
Item H-1 – Public Hearing  
Transit Service Fare Increase  
December 16, 2009



- Issue
- Proposed Transit Fare
- Extended Service Option
- Public Outreach/ Start Up



# Issue



Revenues	\$3,034,170
Expenditures	<u>- 3,477,945</u>
Funding Shortfall	\$443,775
Operations Savings	<u>- 120,000</u>
Projected Deficit	\$323,775



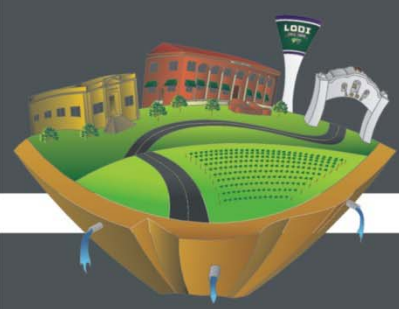
# DAR/VineLine Fare

	Current Fare	Proposed Fare
<b>Dial-A-Ride</b>		
General Public (0 – 59)	\$5.00	\$7.00
Sr/Disabled/Medicare	\$1.50	\$2.00
10-ride General Public	\$50.00	\$66.50
10-ride Sr/Disabled/Medicare	\$12.00	\$16.00
<b>VineLine</b>		
ADA Certified	\$1.50	\$2.00
<b>Outside City Limits</b>		
Dial-A-Ride	\$1.00	\$1.50



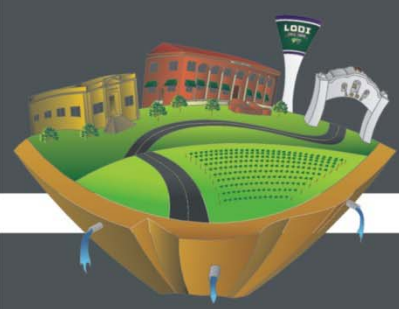
# Fixed Route Fare

	Current Fare	Proposed Fare
<b>Fixed Route</b>		
General Public (5-59)	\$1.00	\$1.25
Sr/Disabled/Medicare	\$0.50	\$0.65
General Public Monthly Pass	\$35.00	\$44.00
Sr/Disabled/Medicare Monthly Pass	\$17.50	\$22.00
10-ride General Public	\$10.00	\$12.50
10-ride Sr/Disabled/Medicare	\$5.00	\$6.25



# Schedule Implications

Service	Day	Without Fare Increase	Extended Service With Fare Increase
Fixed Route (4 routes)	Saturday	9:15 AM - 3:08 PM	7:45 AM - 3:09 PM
Fixed Route (4 routes)	Sunday	No Service	9:00 AM - 12:30 PM
DAR/VineLine	Saturday	9:15 AM - 3:08 PM	7:45 AM - 3:09 PM
DAR/VineLine	Sunday	No Service	9:00 AM - 12:30 PM



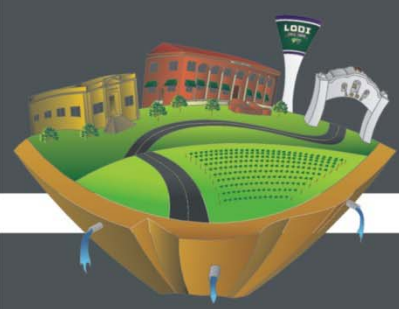
# Public Outreach/ Start Up

## ➤ Public Meetings

- November 19, 2009 at Hutchins Street Square with Lodi Senior Citizens Commission
- December 1, 2009 at LOEL Senior Center

## ➤ Public Hearing

- Fares Effective - January 2, 2010



Questions?



*Please immediately confirm receipt  
of this fax by calling 333-6702*

CITY OF LODI  
P. O. BOX 3006  
LODI, CALIFORNIA 95241-1910

**ADVERTISING INSTRUCTIONS**

**SUBJECT: PUBLIC HEARING TO CONSIDER TRANSIT FARE INCREASES  
AND ROUTE MODIFICATIONS**

**PUBLISH DATE: SATURDAY, NOVEMBER 14, 2009  
SATURDAY, NOVEMBER 28, 2009**


**LEGAL AD**

**TEAR SHEETS WANTED: One (1) please**

**SEND AFFIDAVIT AND BILL TO:** RANDI JOHL, CITY CLERK  
City of Lodi  
P.O. Box 3006  
Lodi, CA 95241-1910

**DATED: WEDNESDAY, NOVEMBER 11, 2009**

**ORDERED BY: RANDI JOHL  
CITY CLERK**

  
JENNIFER M. ROBISON, CMC  
ASSISTANT CITY CLERK

\_\_\_\_\_  
MARIA BECERRA  
ADMINISTRATIVE CLERK

**Verify Appearance of this Legal in the Newspaper – Copy to File**

LNS	Faxed to the Sentinel at 369-1084 at _____ (time) On _____ (date) _____ (pages)
	Phoned to confirm receipt of all pages at _____ (time) _____ CF _____ MB _____ JMR (Initials)



## **DECLARATION OF POSTING**

### **PUBLIC HEARING TO CONSIDER TRANSIT FARE INCREASES AND ROUTE MODIFICATIONS**

On Friday, November 13, 2009, in the City of Lodi, San Joaquin County, California, a Notice of Public Hearing to consider transit fare increases and route modifications (attached and marked as Exhibit **A**) was posted at the following locations:

Lodi Public Library  
Lodi City Clerk's Office  
Lodi City Hall Lobby  
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 13, 2009, at Lodi, California.

ORDERED BY:

**RANDI JOHL**  
**CITY CLERK**

  
JENNIFER M. ROBISON, CMC  
ASSISTANT CITY CLERK

\_\_\_\_\_  
MARIA BECERRA  
ADMINISTRATIVE CLERK





## CITY OF LODI

Carnegie Forum  
305 West Pine Street, Lodi

### NOTICE OF PUBLIC HEARING

Date: December 16, 2009

Time: 7:00 p.m.

For information regarding this notice please contact:

**Randi Johl,**  
City Clerk  
Telephone: (209) 333-6702

EXHIBIT A

### NOTICE OF PUBLIC HEARING

**NOTICE IS HEREBY GIVEN** that on **Wednesday, December 16, 2009**, at the hour of 7:00 p.m., or as soon thereafter as the matter may be heard, the City Council will conduct a public hearing at the Carnegie Forum, 305 West Pine Street, Lodi, to consider the following matter:

**a) Transit fare increases and route modifications.**

Information regarding this item may be obtained in the Public Works Department, 221 West Pine Street, Lodi, (209) 333-6706. All interested persons are invited to present their views and comments on this matter. Written statements may be filed with the City Clerk, City Hall, 221 West Pine Street, 2<sup>nd</sup> Floor, Lodi, 95240, at any time prior to the hearing scheduled herein, and oral statements may be made at said hearing.

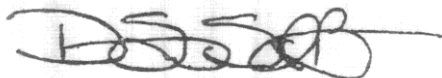
If you challenge the subject matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the City Clerk, 221 West Pine Street, at or prior to the close of the public hearing.

By Order of the Lodi City Council:

  
City Clerk

**Dated: November 4, 2009**

Approved as to form:



D. Stephen Schwabauer  
City Attorney